

MAR 29 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|--|---|--------------------------|
| First Named Applicant: Plow |) | Art Unit: 3622 |
| |) | |
| Serial No.: 09/922,201 |) | Examiner: Lastra |
| |) | |
| Filed: August 2, 2001 |) | STL9-2000-0037-US1 |
| |) | |
| For: SYSTEM, METHOD AND COMPUTER PROGRAM |) | March 29, 2005 |
| PRODUCT FOR SELECTIVELY DISPLAYING |) | 750 B Street, Suite 3120 |
| INTERNET ADVERTISEMENTS |) | San Diego, CA 92101 |
| |) | |
| |) | Customer No.: 24955 |

**FACSIMILE TRANSMITTAL LETTER FOR -NOTICE OF APPEAL AND APPELLANT'S BRIEF
TO THE BOARD OF PATENT APPEALS AND INTERFERENCES UNDER C.F.R. §1.192**

Commissioner of Patents and Trademarks
Alexandria, VA 22313
Facsimile No.: (703) 872-9306


Dear Sir:

In connection with the above-captioned patent application, enclosed herewith are the following:

- (1) A Notice of Appeal;
- (2) Appellant's Brief in 8 pages, along with Appendix A in 5 pages, Appendix B in 1 pages and Appendix C in 1 page.

The Commissioner is hereby authorized to charge \$1,000 to Deposit Account 09-0460 for fees required under 37 CFR 1.16 or 1.17.

Respectfully submitted,



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JLR:jg
Enclosures

We are transmitting a total of 17 page(s) including this cover sheet on March 29, 2005.

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